GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:2437
ANSWERED ON:11.03.2016
Public Health Campaign
Kumar Shri Ashwini

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether public health campaigns launched by the Government to curb the use of tobacco and cigarettes, have resulted in controlling the menace, if so, the details thereof;

(b) whether any survey has been conducted to know the results of such campaigns; and

(c) if so, the details thereof?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)
(a) to (c): Published literature suggests that public health campaigns aimed at curbing the use of tobacco and cigarettes help in controlling this menace.
WHO Report on the Global Tobacco Epidemic, 2015 suggests that tobacco control mass media campaigns are effective in preventing and reducing tobacco use, and that in addition to having high reach, tobacco control mass media campaigns have the potential to be cost-effective in low- and middle-income countries. It states that by increasing awareness of the harms of tobacco use, hard-hitting anti-tobacco mass media campaigns reduce tobacco use, increase quit attempts and reduce secondhand smoke exposure, and that despite the expense involved, these campaigns can quickly and efficiently reach large populations. The WHO Report recommends that mass media campaigns should be incorporated into all countries' tobacco control programmes.